Allowance

1.　**Claims 1-8, 11-19, 27 and 36-49** are pending and allowed in the application.
Please see the reasons for allowance below.　**Claims 19 and 27** are rejoined.　Claims
9, 10 and 35 are cancelled.

Examiner's Amendment

2.　An examiner's amendment to the record is included in this Office Action. Should
the changes and/or additions be unacceptable to applicant, an amendment may be filed
as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST
be submitted no later than the payment of the issue fee.

　　　Authorization for this examiner's amendment was given in a telephone interview
with Mr. Christopher Philip Wrist, Reg. 32,078 on 23 April 2010.　See attached interview
summary.

　　　Claims 19 and 27 are rejoined and **claims 9, 10 and 35** are canceled.

　　　Furthermore, **claims 48 and 49** are amended as follows:

　　　48. *(Currently Amended)* The method of claim 47, wherein said forming a runtime
recommendation model includes using a formulation:

　　　$\mathbf{Unary\_Multi\_Vote}(i,j)_k$($R_{u,*}$,$k$) = $\mathbf{TOP}_k$($z \in Ru,* \Sigma_{((1-1)}M(i,j)^{r(k)}_{z,*}))$, and

wherein
$\mathbf{TOP}_k$ returns ~~the~~ a maximum of k' [[top-k']] values of its argument,

$_{(1\text{-}1)}M = R^t R$, wherein
  R is the sparse unary ratings matrix, and
  R^t is the transpose of the sparse unary ratings matrix,
$R_{u,*}$ is a row in the sparse unary ratings matrix for client u,
z ε $Ru,*$ indicates performing the formulation over a set of values in the row in the sparse
unary ratings matrix for client u, and
k is a number of neighbors.

49. *(Currently Amended)* The method of claim 1, wherein said forming a runtime

recommendation model includes using a formulation:

Unary_Multi_Vote$(i,j)_{k'}(R_{u,*},k) = $ **TOP**$_{k'}(_{z \, ε \, Ru,*} \, \Sigma(_{(1\text{-}1)}M(i,j)^{r(k)}_{z,*}))$, and

wherein **TOP**$_{k'}$ returns ~~the~~ a maximum of k' [[top-k']] values of its argument,
$_{(1\text{-}1)}M = R^t R$,
R is the sparse unary ratings matrix, ~~and~~
R^t is the transpose of the sparse unary ratings matrix,
$R_{u,*}$ is a row in the sparse unary ratings matrix for client u,
z ε $Ru,*$ indicates performing the formulation over a set of values in the row in the sparse
unary ratings matrix for client u, and
k is a number of neighbors.

Reasons for Allowance

3.   The following is a statement of reasons for the indication of allowable subject

matter:

     The following is an examiner's statement of reasons for allowance:

     The closest prior art of record is "Learning collaborative information filters" D

Billsus, MJ Pazzani - Proceedings of the Fifteenth International Conference …, 1998 -

aaai.org (hereinafter **Billsus**). Applicant's arguments filed on January 12, 2010 (page

19 para 2 and 3 in particular) are deemed to be persuasive and adequately reflect the

Examiner's opinion as to why **Claims 1-8, 11-19, 27, 36-49** are allowable over the prior

art of record.

      Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

Conclusion

4.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Jonathan G. Sterrett whose telephone number is 571-

272-6881. The examiner can normally be reached on 8-6.

      If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Beth Boswell can be reached on 571-272-6736.

      Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

JGS 4-24-2010

/Jonathan G. Sterrett/

Primary Examiner, Art Unit 3623